

College and Career Readiness Working Group

Meeting Minutes

Monday November 5th, 2018

Opening

The regular meeting of the College and Career Readiness Working Group was called to order at 1pm on Monday November 5th, 2018 in Dover, DE.

Present

Shana Payne, Chris Kelly, Crystal Bostick, Tonya James, Jessilene Corbett, Kim Plusch, Barry Dunkin, Victoria Sorg, Karen Sundquist, Kelly Sherretz, Karen Keegan, Brandon Townsend, Damien Burke, Anita Bulisheck, Beth Kirker, Aisha Word, Kim Denhardt, Lisa Peel, Candace Powell, Terry Yancey Bragg, Lydia Tucker, Alonna Berry

Agenda

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|------------|-----------------------------|
| 1:00-1:15 | Introductions/Path forward |
| 1:15- 2:15 | Understanding our influence |
| 2:15- 3:15 | Building our platform |
| 3:15- 4:00 | Conference planning |

I. Introductions / Path forward

Shana and Karen are going to look at Gear Up application for next year when they come out and see what adjustments we need to make. Then we will proceed from there as a group.

II. Understanding our influence

Dr. Monica Gant gave a presentation on understanding our influence based off of her experiences as a School Principal. The presentation discussed the impact of helping teachers and staff realizing they have the capacity to help students, and how it can influence our professional development conference.

Presentation Overview

- What type of learner were you in school?
 - Exercise with different images, which image resonates the most with you?
 - Different types of learners in school
- Believing in your own power to influence change
- Importance of tracking and understanding data
 - Who's doing what
 - What do I need to dig into next

- Less important to understand how data works than to understand what it means and how to read it
 - You need to step back and ask what you see
- Dr. Gant looked at the data of her school
 - 95% free and reduced lunch
 - 75% African American students
 - Always understood how poverty affects achievement, but never understood race and what difference it makes
 - Most African American students had parents with at least some experience with college
 - 1 year of college or a 2 year school
 - Most white students had parents who had not finished high school
 - Yet white students were consistently outperforming their African American peers – Why?
 - Why were students whose parents didn't finish high school outperforming students whose parents had experience with college?
- Efficacy
 - At the core- can you change someone's beliefs?
 - Can change behavior- changing beliefs is not as easy
- Efficacy is believing you have the power to make a change
 - Can be more about yourself than about your students
 - Schools are organizations that are collectives
 - In order for a school to move they need to all work together
 - We have the tools and the capacity to make the changes necessary
 - First step is having the will to want to make a change
 - Example of gear up – we all came together with the vision to make a difference for students in Delaware
- What is our group's purpose?
 - Moving forward need to ask: What are we laying the groundwork for?
- Collective efficacy can have a major impact on poverty and race
- Collective responsibility is your action in response to the need
- How to translate this to action you can take back into your buildings and your organizations?
- Have you had or seen someone have a shift in beliefs? How can we apply this to everyone?
- "This is too much... I'm not capable... The ratio of students to counselors is too high..."
 - How do we take these paralyzing issues and get beyond them?
- How do we get these people to the conference in the first place?
 - Then how do we help them to see that they're not alone?
- What we are giving them can be enough to make a change for students
- Looking at perceived vs. actual and then tackling these things
 - How much of the problem is because we just feel too busy?

III. Building our platform

Daniel Walker & Atnre Alleyne from the Delaware Campaign for Achievement Now gave a presentation on how to best build our communication platform.

Beginning exercise

- Gaging how you use communication/social media in relation to college and career access work
- You don't know how well your strategies are working if you don't have metrics in place for evaluation
- It does not need to be burdensome to use these strategies
- Sometimes you don't have time NOT to utilize these strategies

Strategic communication

- Increase understanding of the power of strategic communication
- Strategic communication is – “consistently and persistently saying the right thing to the right people, at the right time, to mobilize social power and advance your narrative, so you can accomplish short-term objectives and set up long term victory”
- Being right isn't enough
- The goal matters

What is the communication strategy for this working group? What are our goals?

What is the purpose of keeping this group together? What do we want to portray to students?

- Want to expose more people to the possibility of going to college or getting into a career
- Awareness for careers as well as college opportunities
- How to access all of these opportunities – and increasing this knowledge
- Need to have a shared goal so you're not fragmenting
- Once you have your goal you have to ask – who is your target audience?

Who is our audience?

- Parents
- Counselors
- Secondary students/Secondary staff
- Community organizations

Need to ask - are there any key segments that need a tailored message?

- First generation students, undocumented students, etc.
- Middle school vs. high school students

What is the call to action?

- What do you want your audience to know?
 - What the opportunities are

- We want everyone at the conference to know what we are currently learning our selves
 - What is currently out there?
- What do want them to feel?
 - Empowered
 - Inspired
 - Possible
 - Supported
 - Curious
- What do you want them to do?
 - Relay the information back to students
 - Go to school counselors
 - Show up to events!
 - Reach out to ask for what they need
- How will you know they did it? (Metrics)
 - Attendance records
 - Surveys
 - Are counselors getting more emails and calls?

What messages do you want to communicate?

- What will resonate best?
- Question posed: how do you know what will resonate?
 - Good to include your target audience in the discussion

What strategies will you use to accomplish your communications goals?

- Social media
- Face to face
- Etc.

What tactics will you use to accomplish your communication goals?

- Billboards
- Opinion editorials
- Facebook advertising
- 1:1 meetings
- Viral content
- Etc.

IV. Conference Planning

Tuesday June 18th at Delaware State

1 day full day

Need to think about how to get people there

How do we make this an event everyone wants to come to/feel they need to be at

How to break up the day

- By profession
- By level of expertise
 - Novice
 - Expert

Small group work

- Planning for 3 break out sessions
- Making a novice and expert presentation for the three break out sessions

Three breakout sessions are as follows:

1. College and career planning
2. College affordability
3. Student advisement for middle and high school students

V. Next Steps

Next meeting go to meeting December 3rd from 2-4pm.

Expect homework within the next week.